

Women for Women's Human Rights (WWHR)

Private Sector Experience and Collaboration Framework



About Us

Women for Women's Human Rights (WWHR) is an independent feminist organisation founded in 1993. WWHR works at local, national and international levels to promote, protect and realise women's human rights. Adopting a holistic approach, WWHR recognises the strong interconnection between gender-based violence, constitutional and civil rights, economic and social rights, women's health, reproductive rights, education, communication and organising. Its work aims to strengthen individual and collective empowerment while contributing to long-term social and institutional transformation. One of WWHR's core programmes is the Human Rights Education Programme for Women (HREP), launched in 1995. This 16-week empowerment-based programme uses participatory and experience-based learning methodologies to support women in exercising their rights across all areas of life.

Our Approach to Gender Equality in Business

WWHR approaches gender equality in business as a long-term, structural transformation process, rather than as one-off awareness-raising activities. This approach is grounded in an integrated framework that brings together human resources policies, internal communication practices, mechanisms for the prevention of violence and harassment, care policies, supply chain relations, corporate social responsibility and sustainability strategies. From this perspective, gender equality is understood both as a human rights obligation and as an essential component of institutions' long-term social and environmental sustainability. In its training and consultancy work, WWHR prioritises the creation of safe, participatory and interactive learning spaces that build on participants' everyday life and workplace experiences.

Institutional Partnerships and Private Sector Experience

In 2015, within the framework of the "More and Better Jobs for Women: Empowering Women for Decent Work in Turkey" project implemented in cooperation with the ILO Ankara Office, WWHR delivered the Human Rights Education Programme for Women to 1,000 women preparing to enter the labour market.

The programme addressed women's human rights, constitutional and civil rights, women's health, communication and empowerment, alongside economic rights, access to employment, labour law, social security, prevention of discrimination, care work and equality in business, offering a comprehensive, rights-based learning framework.



Within the same project, “I Support Equality” gender equality seminars were also delivered. In response to growing institutional demand, WWHR began implementing gender equality seminars with mixed groupsthrough various collaborations in 2016. Over time, these seminars have become one of the key tools through which WWHR engages with private sector actors and local authorities.

To date, WWHR has collaborated with a wide range of private sector companies — including [Alarko Holding](#), [Dünya Göz Hospital](#), [H&M](#), [Inditex](#), [Meram Electricity Distribution Inc.](#), [Seger](#), [Modern Teks](#), [Sun Tekstil](#) and [KOÇTUR Logistics](#) — as well as numerous local governments. Trainings have been tailored to institutional needs and, where requested, supported by evaluation and feedback processes.

WWHR – New Ways Social Enterprise

New Ways is the social enterprise of Women for Women’s Human Rights (WWHR), established on nearly 30 years of feminist knowledge, practice and advocacy. Its core aim is to contribute to the transformation of gender inequalities in business by strengthening women’s and LGBTI+ people’s access to equal, safe and discrimination-free working conditions. In order to institutionalise WWHR’s long-standing experience of working with the private sector within a sustainable structure, New Ways participated in the Fòs Feminista Innovation and Social Enterprise Lab in 2024. Following this mentorship process, the enterprise has continued its activities since 2025 with strengthened organisational capacity.

Today, companies face increasing responsibilities not only related to employee well-being and productivity, but also in relation to compliance with national and international human rights standards and the fulfilment of human rights due diligence obligations across supply chains.

New Ways responds to these needs through a holistic approach that goes beyond minimum compliance and prioritises the construction of inclusive, equality-based and sustainable business cultures. This model generates long-term institutional value for partner organisations while also strengthening WWHR’s financial autonomy and expanding the impact of feminist rights-based work.



Areas of Service

Within the framework of New Ways, WWHR provides training, workshops and consultancy services in the following areas:

- gender equality in business
- prevention of violence and harassment at work (ILO Convention No. 190)
- anti-discrimination
- care policies
- inclusive institutional cultures
- human rights in supply chains

Case Examples – Selected Private Sector Collaborations

Inditex | Supply Chain–Based Gender Equality and Women’s Empowerment

Within the framework of its cooperation with Inditex, WWHR implemented a series of gender equality seminars for supplier companies located in Manisa, İzmir, Adana and Mersin. In addition, a pilot implementation of the Human Rights Education Programme for Women (HREP) was carried out with women workers in a textile factory in Manisa. The programme focused on women’s human rights, economic rights, labour rights and gender equality in business.

The implementation process and outcomes were analysed through an independent impact assessment conducted by Ipsos. Despite the interruption caused by the COVID-19 pandemic, the evaluation findings demonstrated increased awareness of rights, strengthened self-confidence, improved communication skills and heightened gender equality awareness among participating women. Participants reported becoming more visible and rights-based in both workplace relations and their private lives.

As part of the collaboration, Inditex printed 3,000 copies each of WWHR’s booklets on women’s rights, economic rights and reproductive rights and distributed them to women workers across supplier companies, contributing to the wider dissemination of human rights–based information within the supply chain.



Hessnatur Stiftung – Institute for Applied Sustainability | ILO Convention No. 190 and Workplace Mechanisms

In collaboration with Hessnatur Stiftung – Institute for Applied Sustainability, WWHR designed and implemented training programmes based on ILO Convention No. 190 for employees of three textile companies producing in Türkiye and exporting to Germany.

The process began with institutional assessment meetings conducted with the human resources teams of each company. These meetings included a review of employee profiles, unionisation levels, internal policy documents and existing prevention and complaint mechanisms.

Based on these assessments, tailored training programmes were developed with a focus on the prevention of violence and harassment at work and the strengthening of internal workplace mechanisms. In July 2025, interactive training sessions were delivered for workers, supervisors and management staff, drawing on participants' workplace experiences. Following the completion of the trainings, WWHR shared field-based observations and recommendations with Hessnatur Stiftung's sustainability consultants, contributing to institutional learning and the further development of workplace policies related to gender equality and the prevention of violence and harassment.